

Local (non-commissionable)

Sunday

COLOR
B&W

Detroit Free Press
A GANNETT COMPANY

The Detroit News

	ANNUAL SPENDING						
	\$1,000,000+	\$700,000 -\$999,999	\$500,000 -\$699,999	\$300,000 -\$499,999	\$150,000 -\$299,999	\$75,000 -\$149,999	Less than -\$75,000
PAGE	\$11,320	\$14,150	\$16,980	\$19,810	\$21,508	\$23,772	\$26,036
6 COL x 19.75"	\$9,843	\$12,304	\$14,765	\$17,226	\$18,703	\$20,671	\$22,640
JR. FULL PAGE	\$10,317	\$12,896	\$15,475	\$18,055	\$19,602	\$21,666	\$23,729
5 COL X 18"	\$8,971	\$11,214	\$13,457	\$15,700	\$17,045	\$18,840	\$20,634
6 COL X 14"	\$9,629	\$12,036	\$14,444	\$16,851	\$18,295	\$20,221	\$22,147
	\$8,373	\$10,466	\$12,560	\$14,653	\$15,909	\$17,584	\$19,258
5 COL X 16"	\$9,171	\$11,463	\$13,756	\$16,049	\$17,424	\$19,258	\$21,092
	\$7,974	\$9,968	\$11,962	\$13,955	\$15,151	\$16,746	\$18,341
4 COL X 19.75"	\$9,056	\$11,320	\$13,584	\$15,848	\$17,206	\$19,018	\$20,829
	\$7,875	\$9,843	\$11,812	\$13,781	\$14,962	\$16,537	\$18,112
6 COL X 12"	\$8,254	\$10,317	\$12,380	\$14,444	\$15,682	\$17,332	\$18,983
	\$7,177	\$8,971	\$10,766	\$12,560	\$13,636	\$15,072	\$16,507
5 COL X 14"	\$8,024	\$10,030	\$12,036	\$14,043	\$15,246	\$16,851	\$18,456
	\$6,978	\$8,722	\$10,466	\$12,211	\$13,258	\$14,653	\$16,049
5 COL X 13"	\$7,451	\$9,314	\$11,177	\$13,039	\$14,157	\$15,647	\$17,138
	\$6,479	\$8,099	\$9,719	\$11,339	\$12,311	\$13,606	\$14,902
1/2 PAGE	\$6,792	\$8,490	\$10,188	\$11,886	\$12,905	\$14,263	\$15,622
(H) 6 COL x 9.75"	\$5,906	\$7,383	\$8,859	\$10,336	\$11,222	\$12,403	\$13,584
(V) 3 COL x 19.75"							
4 COL X 14"	\$7,703	\$9,629	\$11,555	\$13,481	\$14,636	\$16,177	\$17,718
	\$6,699	\$8,373	\$10,048	\$11,722	\$12,727	\$14,067	\$15,407
4 COL X 12"	\$6,603	\$8,254	\$9,904	\$11,555	\$12,545	\$13,866	\$15,187
	\$5,742	\$7,177	\$8,612	\$10,048	\$10,909	\$12,057	\$13,206
3 COL X 11"	\$4,539	\$5,674	\$6,809	\$7,944	\$8,625	\$9,533	\$10,441
	\$3,947	\$4,934	\$5,921	\$6,908	\$7,500	\$8,289	\$9,079
1/4 PAGE	\$4,075	\$5,094	\$6,113	\$7,132	\$7,743	\$8,558	\$9,373
3 COL x 9.75"	\$3,544	\$4,430	\$5,315	\$6,201	\$6,733	\$7,442	\$8,150
4 COL X 6"	\$3,622	\$4,528	\$5,434	\$6,339	\$6,883	\$7,607	\$8,332
	\$3,150	\$3,937	\$4,725	\$5,512	\$5,985	\$6,615	\$7,245
3 COL X 7"	\$3,170	\$3,962	\$4,754	\$5,547	\$6,022	\$6,656	\$7,290
	\$2,756	\$3,445	\$4,134	\$4,823	\$5,237	\$5,788	\$6,339
3 COL X 6"	\$2,717	\$3,396	\$4,075	\$4,754	\$5,162	\$5,705	\$6,249
	\$2,362	\$2,953	\$3,544	\$4,134	\$4,489	\$4,961	\$5,434
2 COL X 8"	\$2,415	\$3,019	\$3,622	\$4,226	\$4,588	\$5,071	\$5,554
	\$2,100	\$2,625	\$3,150	\$3,675	\$3,990	\$4,410	\$4,830
1/8 PAGE	\$2,264	\$2,830	\$3,396	\$3,962	\$4,302	\$4,754	\$5,207
3 COL x 5"	\$1,969	\$2,461	\$2,953	\$3,445	\$3,741	\$4,134	\$4,528
2 COL X 7"	\$2,113	\$2,641	\$3,170	\$3,698	\$4,015	\$4,437	\$4,860
	\$1,837	\$2,297	\$2,756	\$3,216	\$3,491	\$3,859	\$4,226
2 COL X 6"	\$1,811	\$2,264	\$2,717	\$3,170	\$3,441	\$3,804	\$4,166
	\$1,575	\$1,969	\$2,362	\$2,756	\$2,992	\$3,307	\$3,622
2 COL X 5"	\$1,509	\$1,887	\$2,264	\$2,641	\$2,868	\$3,170	\$3,471
	\$1,312	\$1,641	\$1,969	\$2,297	\$2,494	\$2,756	\$3,019
2 COL X 4" (*)	\$1,207	\$1,509	\$1,811	\$2,113	\$2,294	\$2,536	\$2,777
	\$1,050	\$1,312	\$1,575	\$1,837	\$1,995	\$2,205	\$2,415
2 COL X 3.5" (*)	\$1,057	\$1,321	\$1,585	\$1,849	\$2,007	\$2,219	\$2,430
	\$919	\$1,148	\$1,378	\$1,608	\$1,746	\$1,929	\$2,113
2 COL X 3" (*)	\$906	\$1,132	\$1,358	\$1,585	\$1,721	\$1,902	\$2,083
	\$787	\$984	\$1,181	\$1,378	\$1,496	\$1,654	\$1,811
2 COL X 2.5" (*)	\$755	\$943	\$1,132	\$1,321	\$1,434	\$1,585	\$1,736
	\$656	\$820	\$984	\$1,148	\$1,247	\$1,378	\$1,509
2 COL X 2" (*)	\$604	\$755	\$906	\$1,057	\$1,147	\$1,268	\$1,389
	\$525	\$656	\$787	\$919	\$997	\$1,102	\$1,207

Ad Placement

Ads run in non-Section A placements; Section A placement = +25% add-on to these rates.

Frequency Discounts

7-day, 14-day and 28-day frequency discounts are available. Please contact your account executive for details.

Additional Ad Sizes

Non-modular size ads are available on a premium per inch rate basis. Please contact your account executive for details.

*Small Space Ads

Ad sizes 8-inches or less will be grouped in "Boxed Ad Collections" with other smaller ads.

See the Detroit Media Partnership **Advertising Policies** for rate eligibility guidelines.

Call us today at 313-222-2700 for more information or to be assigned an account executive.

